



# Loneliness epidemic among older adults in Canada

*March 2024 Policy Brief*

*Communication Package*

#WomensAgeLab  
[www.womensagelab.ca](http://www.womensagelab.ca)





# Comms Package Overview

Welcome to our comprehensive Communication Package designed to streamline the dissemination of our latest policy brief across various platforms. This resource is crafted to empower your organization with the necessary messaging and graphics, ensuring a consistent and impactful communication strategy.

This package is curated to serve as a one-stop solution for all your communication needs related to our new policy brief. It aims to provide clarity, consistency, and convenience, enabling you to effortlessly share key insights and updates with your target audience.

We appreciate your commitment to ensuring a clear and unified dissemination of our policy brief.

Thank you for your dedication to effective communication.

**Access Full Package**

**Access Policy Brief**

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*For further assistance, please reach out to our  
Knowledge Mobilization Research Associate  
Razan Rawdat (razan.rawdat@wchospital.ca)*



# Messaging Guide

The epidemic of loneliness is spreading at an alarming pace in Canada, impacting older adults and other vulnerable and marginalized populations. This policy brief provides recommendations specifically for the federal government to put to action in collaboration with relevant ministries, agencies as well as provincial/territorial and local governments.

## Recommendations for Action:

1. Build a national strategy to combat loneliness and promote social connections
2. Federal government should champion the importance of social connections to the public
3. Measure loneliness across the lifespan, improve evidence and knowledge to inform and evaluate public health responses to loneliness
4. The federal government, in collaboration with provincial/territorial and local governments, should expand existing frameworks, such as the mental health strategy, social programs and increase investment in effective interventions that promote social connection.



[DOWNLOAD GRAPHIC](#)

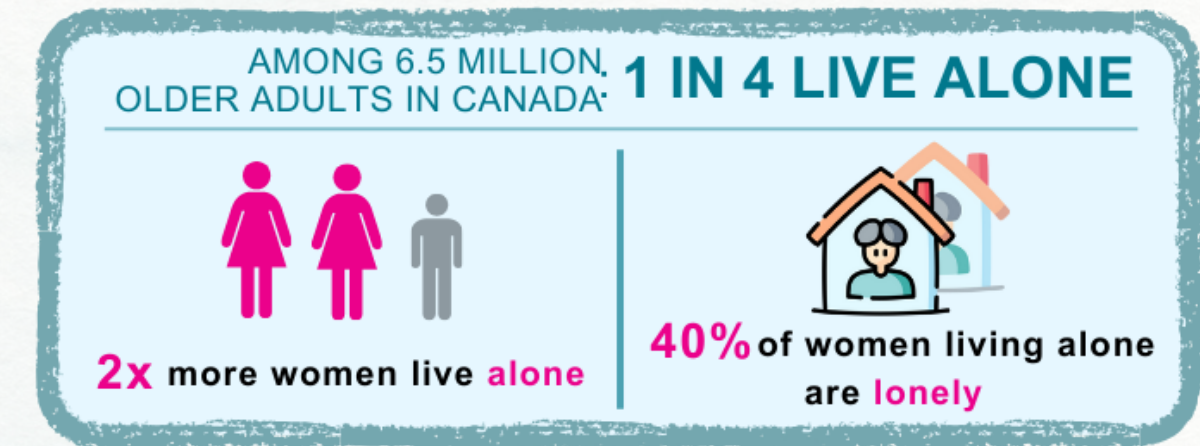


# Messaging Guide

Loneliness and social isolation are more than just about feeling or being alone. Considered as harmful as smoking 15 cigarettes a day, loneliness and social isolation are detrimental to our health and well-being.

Loneliness puts individuals at a greater risk of heart disease, stroke, hypertension, dementia, diabetes, depression, anxiety and premature death.

Canada ranks the loneliest of 11 comparator developed nations, including the United States (U.S.) and the United Kingdom (U.K.), in the Commonwealth Fund Survey of Older Adults, and within this population, feelings of isolation are highest in women and those living alone.



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Older women report higher rates of loneliness than men.

Immigrants report higher levels of loneliness than those born in Canada.

Indigenous communities are at greater risk for loneliness due to factors such as poverty, trauma, and oppression.



# Suggested Citation

Savage RD, Kalia S, Rochon PA, et al. (2023). Loneliness epidemic among older adults in Canada: Stronger action is needed to address loneliness in Canada. Women's Age Lab, Women's College Hospital. Toronto, Canada



# Graphics & Visual Assets



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VISUAL ASSETS





# One-Page Flyer

**The epidemic of loneliness is rapidly spreading across Canada, particularly affecting older adults and vulnerable populations.**

More than a third of older Canadians feel lonely at least some of the time and the harms of loneliness to health and well-being are becoming increasingly evident.

While other regions of the world have started to take action to address loneliness in meaningful ways, in Canada, we are falling behind.

Women's Age Lab's Intersectoral Collaboration for Loneliness outlines four key recommendations for action that can change this. These recommendations are based on expert opinion from representatives of more than a dozen institutions at the national, provincial, and regional levels working to address loneliness in Canada in a variety of sectors.



**DOWNLOAD FLYER**





# Newsletter Blurb Template

The epidemic of loneliness is rapidly spreading across Canada, particularly affecting older adults and vulnerable populations. While other regions of the world have started to take action to address loneliness in meaningful ways; in Canada, we are falling behind, with no comprehensive national policy framework to strengthen social connection among older adults.

Women's Age Lab has developed a policy brief addressing this critical issue and providing actionable recommendations. With Canada ranking the loneliest of 11 comparator developed nations, this brief underscores the need for a robust public health solution, including awareness campaigns and empowerment initiatives. Now is the time for collective action. Join us in advocating for a more connected, healthy Canada. Read the full policy brief for crucial insights and actionable steps.





# Email Template

Dear [xxxx],

I hope this message finds you well. We are reaching out to share an important matter concerning our communities' well-being. The epidemic of loneliness is rapidly spreading across Canada, particularly affecting older adults and vulnerable populations. Through their work with the Intersectoral Collaboration on Loneliness, Women's Age Lab has developed a policy brief with actionable recommendations addressing a critical issue: the lack of a national strategy in Canada to address this epidemic, risking both health and economy.

With Canada ranking the loneliest of 11 comparator developed nations, we believe this is a matter that deserves attention and action from all of us. The policy brief outlines the urgency of implementing targeted interventions, especially for older adults and women who are disproportionately affected.

More than a third of older Canadians feel lonely at least some of the time and the harms of loneliness to health and well-being are becoming increasingly evident. We urgently call on the federal government to lead with a national strategy, prioritizing loneliness, and coordinating efforts across levels of government. This brief underscores the need for a robust public health solution, including awareness campaigns and empowerment initiatives. Now is the time for collective action. Join us in advocating for a more connected, healthy Canada. Read the full policy brief for crucial insights and actionable steps.



# X (Formerly Twitter)

*The messaging guide provides language you can also use for your social media posts.*

#WomensAgeLab's Intersectoral Collaboration on #Loneliness has developed a #policybrief with actionable recommendations addressing a critical issue: the lack of a national strategy in @canada to address this epidemic, risking both #health & #economy.

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The epidemic of #loneliness is spreading at an alarming pace in @canada, impacting older adults & other vulnerable & marginalized populations. This #policy brief provides recommendations specifically for the federal government to put to action.

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While other regions of the world have started to take action to address #loneliness in meaningful ways, in @canada, we are falling behind. This policy brief from #WomensAgeLab outlines four key recommendations for action that can change this.



# Instagram

**There is a loneliness epidemic among older adults in Canada.**

**People who are socially connected lead longer, healthier and happier lives.**



Insert Link box here



**DOWNLOAD INSTAGRAM ASSETS**





# LinkedIn / Facebook

The epidemic of loneliness is rapidly spreading across Canada, particularly affecting older adults and vulnerable populations. More than a third of older Canadians feel lonely at least some of the time and the harms of loneliness to health and well-being are becoming increasingly evident.

While other regions of the world have started to take action to address loneliness in meaningful ways, in Canada, we are falling behind. Ranking the loneliest of 11 comparator developed nations, Canada currently has no comprehensive national policy framework to strengthen social connection among older adults and vulnerable populations including immigrants and Indigenous communities.

This policy brief by Women's Age Lab's Intersectoral Collaboration on Loneliness outlines four key recommendations for action that can change this. These recommendations are based on expert opinion from representatives of more than a dozen institutions at the national, provincial, and regional levels working to address loneliness in Canada in a variety of sectors.





Join us in advocating for a more connected and healthier Canada. Let's  
address this silent epidemic together.

#WomensAgeLab  
@rochonpaula  
@savagera